

New Order

Agency: Crossroads Media LLC
Office: Alexandria
Client: 12 - CrossroadsGPS
Product: 11 - Crossroads GPS
Piggyback Product:
Estimate: 226 - Crossroads GPS VA TV 11.10-11.16.11
Station: WJLA-TV
Order Type: Normal
Cancel Date:
Billing Cycle: Monthly
Billing Calendar: Broadcast
Received in ePort: 11/9/2011 10:51:24 AM

Flight Start: 11/10/2011
Flight End: 11/16/2011
Hiatus:

Primary Demo:
Demo 2:
Demo 3:
GRP: 0.00
Local/National: Local
Rep Office: WJLA-TV
AE: Barbara Monares
Phone:
OrderID: 1908209
Status: New

Airtime Dollars: \$40,850.00
Interactive Dollars: \$0.00
Non-Airtime Dollars: \$0.00
Total Dollars: \$40,850.00
Total Spots: 41

CPP: \$0.00
Comments: Separation: 30

MarketShare:

Daily Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len								Totals for Entire Flight		
						11/10	11/11	11/12	11/13	11/14	11/15	11/16	Spots	Rtg	CPP
1	ThFMTuW 5A-6A GOOD-WSH 5.00A<	RT	\$350.00	C	30	1	1	0	0	1	1	1	5	0	\$0.00
LPMay/2011LP adj. LPNov/2010LP (pav)															
2	ThFMTuW 6A-7A GOOD-WASH 600A<	EM	\$700.00	C	30	1	1	0	0	1	1	1	5	0	\$0.00
LPMay/2011LP adj. LPNov/2010LP (pav)															
3	ThFMTuW 7A-9A GD MRN AMR- ABC<	EM	\$800.00	C	30	1	1	0	0	1	1	1	5	0	\$0.00
LPMay/2011LP adj. LPNov/2010LP (pav)															
4	ThFMTuW 12P- 12:30P ABC7 NWS AT 12	DT	\$700.00	C	30	1	1	0	0	1	1	1	5	0	\$0.00
LPMay/2011LP adj. LPNov/2010LP (pav)															
5	ThFMTuW 5P-6P ABC7 NWS AT 5	EN	\$1,500.00	C	30	1	1	0	0	1	1	1	5	0	\$0.00
LPMay/2011LP adj. LPNov/2010LP (pav)															
6	ThFMTuW 6P- 6:30P ABC7 NWS AT 6	EN	\$1,700.00	C	30	1	1	0	0	1	1	1	5	0	\$0.00

New Order (Page 2)

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Flight Start: 11/10/2011

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	11/10	11/11	11/12	11/13	11/14	11/15	11/16	Totals for Entire Flight		
													Spots	Rtg	CPP
LPMay/2011LP adj. LPNov/2010LP (pav)															
7	ThFMTuW 6:27P-6:30P ABC7 NWS AT 6	EN	\$2,000.00	C	30	0	1	0	0	1	0	1	3	0	\$0.00
LPMay/2011LP adj. LPNov/2010LP (pav)															
8	ThFMTuW 11P-11:35P ABC7 NWS AT 11<	LN	\$2,000.00	C	30	0	1	0	0	0	1	0	2	0	\$0.00
LPMay/2011LP adj. LPNov/2010LP (pav)															
9	ThFMTuW 4:30A-5A GOOD-WASH 430A<	RT	\$200.00	C	30	1	1	0	0	1	1	1	5	0	\$0.00
LPMay/2011LP adj. LPNov/2010LP (pav)															
10	Sa 7:30P-8P JEOPARDY-WKND	PA	\$1,100.00	C	30	0	0	1	0	0	0	0	1	0	\$0.00
LPMay/2011LP adj. LPNov/2010LP (pav)															
Total Spots:						7	9	1	0	8	8	8	41		
Total GRP/GIMP(000):						0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
Cash\$ - Spots: \$40,850.00 - 41						Trade\$ - Spots: \$0.00 - 0						Total Cost: \$40,850.00		Total CPP/CMP: \$0.00	

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Stephanie Maroney
do hereby request station time concerning the following issue:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: Crossroads GPS

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes
 ☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Crossroads GPS, 1404 New York Ave. NW, Washington DC 20005
Margee Clancey-Treasurer Steven Law- Board Chairman (703)989-6167

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

11/9/11

Date



Signature

703-299-1760

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.